

CMF DOORS LOGO



# CMF Doors — Your Full-Service Door Partner for Hotels

Commercial Doors & Hardware Supply Solutions for Modern Hospitality

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**INNLEAD.AI**

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

# The Problem: Hotels Need Reliable Local Door Suppliers

Hotel operators face a fragmented, multi-vendor procurement process for doors and hardware. The result: delays, inconsistent quality, compliance gaps, and inflated lifecycle costs.



## Fragmented Vendor Chain

Hotels typically coordinate 3-5 separate vendors: door manufacturer, hardware supplier, installer, locksmith, and inspector. Each handoff introduces delay and risk.



## Distant Suppliers, Slow Response

Most hotel-grade door suppliers operate from distant manufacturing hubs. Emergency repairs, warranty claims, and PIP-driven renovations suffer from 48-72+ hour response times.



## Compliance Complexity

Fire-rated assemblies, ADA compliance, acoustic ratings, and annual AAADM inspections require certified expertise most supply-only vendors lack.

## THE COST OF THE STATUS QUO

**3-5**

VENDORS PER DOOR PROJECT

**48-72 hrs**

AVG. EMERGENCY RESPONSE

**15-25%**

COST OVERRUN FROM MULTI-VENDOR

## The Niagara Gap

13,000+ hotel rooms in the Niagara Falls corridor have no dedicated local door partner offering consult-to-inspect full-service coverage.

# About CMF Doors

A full-service commercial door, hardware, and automatic door company serving the Niagara Region with over 40 years of industry expertise. Led by AHC-certified president Norm Schwenker.

## COMPANY AT A GLANCE

Founded	Est. 2010s
Leadership	Norm Schwenker, AHC (40+ yrs)
Headquarters	St. Catharines, ON
Team Size	~10 specialists
Service Area	Niagara Region, Ontario
Focus	Doors, Hardware, Automatic Doors

## MISSION

To give customers the best experience possible and leave them feeling secure with our work. "Really... any door you need!"

**40+**

YEARS EXPERIENCE

**AHC**

DHI CERTIFIED

**AAADM**

INSPECTOR ON STAFF

**25+**

PRODUCT LINES

## In-House Capabilities

Custom metal fabrication shop, in-house locksmith, AAADM-certified automatic door inspector, and AHC specification writer — all under one roof.

# Product Portfolio

A comprehensive range of commercial doors, architectural hardware, and automatic door systems for every hotel application — from guest room corridors to back-of-house service areas.

## CATEGORY 1

### Doors & Frames

Custom wood, metal, aluminum, stainless steel, fiberglass composite, and fire-rated door assemblies. Every material for every hotel environment.

FIRE RATED

CUSTOM WOOD

CUSTOM METAL

## CATEGORY 2

### Architectural Hardware

Yale brand partner. Electronic entry, master key, restricted key, high security, fire rated, hands-free, and designer hardware solutions.

ELECTRONIC ENTRY

MASTER KEY

YALE PARTNER

## CATEGORY 3

### Automatic Door Systems

Sliding, swing, touchless entry, and hands-free openers. AAADM-certified inspection and maintenance for all automatic door types.

TOUCHLESS

SLIDING

AAADM INSPECTED

## ALSO AVAILABLE

WASHROOM PARTITIONS

WASHROOM ACCESSORIES

LIFE SAFETY HARDWARE

SECURITY HARDWARE

ACCESS CONTROL

AHC SPECIFIED

CODE COMPLIANT

# The Full-Service Advantage

From initial consultation through annual inspection — CMF Doors is the only Niagara-region provider offering a complete door lifecycle under one contract.



## 1. Consult

AHC site assessment & specification writing



## 2. Specify

Hardware schedules & code compliance



## 3. Supply

Doors, hardware, frames & auto doors



## 4. Install

Professional installation crew



## 5. Maintain

Repair, locksmith & service contracts



## 6. Inspect

AAADM & annual inspections

### SINGLE-VENDOR BENEFITS

- ✓ One point of contact for all door needs
- ✓ Eliminate vendor coordination overhead
- ✓ Consistent quality and accountability
- ✓ Faster project timelines

### WHAT COMPETITORS LACK

No other Niagara-area door company offers all six lifecycle stages. Competitors are either supply-only, install-only, or lack certified consulting and inspection capabilities.

# Hotel-Ready Capabilities

Every product and service CMF Doors provides maps directly to hotel compliance requirements, guest experience standards, and operational efficiency targets.



## Fire-Rated Assemblies

20-min to 3-hr rated door and frame assemblies per IBC/NFPA 80. AHC-certified specification for code compliance.

NFPA 80



## ADA Compliant

32" clear opening, lever hardware, max force limits. Automatic and hands-free openers for universal access.

ADA/AODA



## Acoustic Performance

STC 30-60 rated solutions available. Guest room privacy, conference room isolation, and luxury suite standards.

STC RATED



## Smart Lock Compatible

Electronic entry, mobile key integration, and smart lock-ready door prep. Yale brand partner for seamless hardware pairing.

YALE PARTNER

### ADDITIONAL HOTEL-CRITICAL FEATURES

Touchless/contactless entry (post-COVID permanent standard) • Master key systems for housekeeping • Restricted key systems for management • Custom metal fabrication for brand-specific designs

# The Niagara Opportunity

CMF Doors is strategically positioned in one of Canada's highest-density hotel corridors. Local presence means faster response, lower logistics costs, and hands-on project management.

**13,000+**

HOTEL ROOMS IN  
CORRIDOR

**\$61B**

GLOBAL DOOR  
MARKET

**\$15.3B**

HOSPITALITY  
SEGMENT

## NIAGARA FALLS TOURISM CORRIDOR

The Niagara Region is one of Canada's premier tourism destinations with world-class hotels, casinos, wine country, and convention facilities. The corridor includes properties from every major chain — Marriott, Hilton, IHG, Wyndham, and a growing boutique segment.



## MARKET DRIVERS

- 1 PIP Renovation Cycle**  
Every 5-7 years, \$8K-\$25K per room. Doors are a core replacement item.
- 2 Brand Conversion Boom**  
Record 1,497 conversion projects (up 18% YoY), each requiring new doors/hardware.
- 3 Extended-Stay Growth**  
40% of U.S. hotel pipeline is extended-stay, requiring higher-durability door solutions.
- 4 Smart Lock Adoption**  
70%+ of hotels adopting mobile key. \$3.8B market growing at 16% CAGR.

## Local Advantage

Same-day emergency response. No cross-border logistics or tariff exposure. Direct project oversight from our St. Catharines headquarters.

# Competitive Comparison

How CMF Doors stacks up against key competitors in the hotel door supply market. Our full-service model and local presence create a differentiated value proposition.

CAPABILITY	CMF DOORS	SPH / ONTARIO COMM.	MANHATTAN DOOR	FOREST BRIGHT	LYNDEN DOOR
Location	Niagara, ON	Ontario-wide	Carlstadt, NJ	Hebei, China	Lynden, WA
Door Supply	✓ All Materials	✓ Metal & Wood	— Wood Only	— Wood Only	— Wood Only
Hardware Supply	✓ Yale Partner	✓ ASSA ABLOY	✗ No	✗ No	✗ No
Installation	✓ In-House	✓ Yes	✗ No	✗ No	✗ No
AHC Certified	✓ On Staff	— Unknown	✗ No	✗ No	✗ No
AAADM Inspector	✓ On Staff	✗ No	✗ No	✗ No	✗ No
Locksmith	✓ In-House	✗ No	✗ No	✗ No	✗ No
Custom Metal Shop	✓ In-House	— Outsourced	✗ No	✓ Factory	✗ No
Hotel Experience	— Entering	— None	✓ Luxury NYC	✓ 30+ Brands	✓ Hospitality Div.

### CMF Doors' Unique Position

No competitor offers the combination of AHC consulting, full material range, in-house installation, locksmith, AAADM inspection, and custom metal fabrication in a single local vendor. CMF Doors' full-service model eliminates the multi-vendor gaps that hotel operators face.

# The Case for Partnership

A single-vendor door partner delivers measurable lifecycle cost savings, reduced downtime, and simplified procurement for hotel operators.

## LIFECYCLE COST SAVINGS

1

### Vendor Consolidation

Eliminate 3-4 separate vendor relationships. One contract, one invoice, one warranty.

2

### Preventive Maintenance

Annual inspection contracts catch failures before they impact guests. Extends door/hardware life 30-50%.

3

### Emergency Response

Local team means same-day response. No waiting 48-72 hours for an out-of-region vendor.

4

### Specification Accuracy

AHC-written specs reduce change orders and rework. Right products specified the first time.

**15-25%**

COST REDUCTION VS MULTI-VENDOR

**30-50%**

EXTENDED HARDWARE LIFE

**Same Day**

EMERGENCY RESPONSE

**1**

CONTRACT, INVOICE, WARRANTY

## RECURRING REVENUE MODEL

Beyond initial supply and installation, CMF Doors offers ongoing maintenance contracts that create a predictable, recurring revenue stream:

- ✓ Annual AAADM automatic door inspections
- ✓ Fire door assembly inspection programs
- ✓ Scheduled locksmith and re-keying services
- ✓ Preventive maintenance on closers and hardware
- ✓ Emergency repair retainer agreements

# Revenue Potential

The hotel door and hardware market represents a significant revenue opportunity for CMF Doors, with each hotel property generating substantial initial and recurring revenue.

**\$150K**

MIN. DOOR PACKAGE / 100 ROOMS

**\$750K**

MAX. DOOR PACKAGE / 100 ROOMS

**300-500**

DOORS PER 100-ROOM HOTEL

## REVENUE BY HOTEL TIER



## RENOVATION REVENUE (PIP CYCLE)



## RECURRING REVENUE STREAMS

SERVICE	FREQUENCY	PER PROPERTY
AAADM Inspection	Annual	\$2,000-\$5,000
Fire Door Inspection	Annual	\$3,000-\$8,000
Maintenance Contract	Monthly	\$500-\$1,500/mo
Locksmith Retainer	Monthly	\$300-\$800/mo
Emergency Repairs	As Needed	\$5,000-\$15,000/yr

## 18-Month Revenue Target

With 5 hotel properties in the Niagara corridor, CMF Doors can generate \$750K-\$1.5M in initial project revenue plus \$50K-\$120K in annual recurring maintenance revenue per property cluster.

## REPLACEMENT CYCLES DRIVE RECURRING DEMAND

Steel doors: 15-20 years • Wood doors: 5-10 years • Hardware: 8-15 years • PIP cycle: every 5-7 years at \$8K-\$25K per room

# Next Steps

A structured approach to evaluating CMF Doors as your hotel door partner. We are ready to begin with a no-obligation site assessment and product showcase.

## STEP 1 — DISCOVERY

### Schedule a Meeting

- 30-minute introduction call or on-site visit
- Review your current door/hardware inventory
- Identify immediate needs and PIP timeline
- Discuss brand standards and compliance requirements
- Define project scope and budget parameters

## STEP 2 — ASSESSMENT

### Site Survey & Proposal

- AHC-certified on-site assessment (complimentary)
- Full door and hardware inventory audit
- Code compliance gap analysis
- Custom specification writing
- Detailed proposal with pricing tiers

## STEP 3 — PILOT

### Sample Kit & Trial Project

- Complimentary product sample kit delivered
- Select a pilot area (floor, wing, or common area)
- Full supply, install, and hardware package
- Performance benchmarking against existing
- Decision point for broader rollout

## WHAT YOU GET AT NO COST

- ✓ Initial consultation and site walkthrough
- ✓ Product sample kit
- ✓ Door/hardware audit report
- ✓ Code compliance assessment

**2 Weeks**

DISCOVERY TO PROPOSAL

**4-6 Weeks**

PILOT COMPLETION



# Thank You

We look forward to discussing how CMF Doors can become your trusted door partner in the Niagara Region and beyond.

## PHONE

**(905) 937-4388**

Mon-Fri, 7:30 AM – 4:30 PM ET

## EMAIL

**info@cmfdoors.com**

Response within 24 hours

## WEBSITE

**cmfdoors.com**

Product catalog & services

## LOCATION

**23 A Hiscott St**

St. Catharines, ON L2R 1C7

## PRESIDENT

**Norm Schwenker, AHC**

40+ years industry experience

## READY TO START?

- 1 Call or email us
- 2 Free site assessment
- 3 Receive sample kit
- 4 Launch partnership

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PREPARED BY INNLEAD.AI — B2B HOTEL SUPPLY INTELLIGENCE PLATFORM